

In the Claims:

1. (Original) A substantially shape sustaining ultra bright material having a first surface and a second surface wherein the first surface has a greater reflectivity than the second surface thereof, the ultra bright material comprising:

a metal foil having a first surface and a second surface, the first surface having a greater reflectivity than the second surface; and

a metallized film having a substantial reflectivity, the metallized film disposed adjacent the first surface of the metal foil and connected thereto, thereby forming the ultra bright material.

2. (Original) The ultra bright material of claim 1 wherein the ultra bright material further comprises a bonding material.

3. (Original) The ultra bright material of claim 2 wherein the bonding material comprises an adhesive bonding material.

4. (Original) The ultra bright material of claim 2 wherein the bonding material comprises a cohesive bonding material.

5. (Original) The ultra bright material of claim 1 wherein the ultra bright material further comprises characteristics selected from the group consisting of decorations, colorings, coatings, embossings, flockings, metallic finishes, pearlescent finishes, translucent finishes, transparent finishes, iridescent finishes, neon finishes, holographic finishes, holographic designs, opaque finishes, clear finishes, and any combination thereof.

6. (Original) The ultra bright material of claim 1 wherein the ultra bright material is constructed from a sheet of material having a thickness in a range of about 0.1 mils to about 10 mils.

7. (Original) The ultra bright material of claim 1 wherein the ultra bright material is constructed from a sheet of material having a thickness in a range of about 0.4 mils to about 2.0 mils.

8. (Original) The ultra bright material of claim 1 wherein the ultra bright material is cut into elongated portions.

9. (Original) The ultra bright material of claim 1 wherein the ultra bright material is cut into small pieces.

10. (Original) An assembly, comprising:

an item having an outer periphery; and

a substantially shape sustaining ultra bright material having a first surface and a second surface wherein the first surface has a greater reflectivity than the second surface thereof, the ultra bright material comprising

a metal foil having a first surface and a second surface, the first surface having a greater reflectivity than the second surface; and

a metallized film having a substantial reflectivity, the metallized film disposed adjacent the first surface of the metal foil and connected thereto, thereby forming the ultra bright material, wherein the outer periphery of the item is substantially surrounded and encompassed by the ultra bright material, the ultra bright material forming a wrapping about the item.

11. (Original) The ultra bright material of claim 10 wherein the ultra bright material further comprises a bonding material.

12. (Original) The ultra bright material of claim 11 wherein the bonding material comprises an adhesive bonding material.

13. (Original) The ultra bright material of claim 10 wherein the bonding material comprises a cohesive bonding material.

14. (Original) The ultra bright material of claim 10 wherein the ultra bright material further comprises characteristics selected from the group consisting of decorations, colorings, coatings, embossings, flockings, metallic finishes, pearlescent finishes, translucent finishes, transparent finishes, iridescent finishes, neon finishes, holographic finishes, holographic designs, opaque finishes, clear finishes, and any combination thereof.

15. (Original) The ultra bright material of claim 10 wherein the ultra bright material is constructed from a sheet of material having a thickness in a range of about 0.1 mils to about 10 mils.

16. (Original) The ultra bright material of claim 10 wherein the ultra bright material is constructed from a sheet of material having a thickness in a range of about 0.4 mils to about 2.0 mils.

17. (Original) The ultra bright material of claim 10 wherein the item is a floral grouping, and the ultra bright material forms a floral wrapper about the floral grouping.

18. (Original) The ultra bright material of claim 10 wherein the item is a pot, and the ultra bright material forms a pot wrapper about the pot.

19. (Original) The ultra bright material of claim 10 wherein the item is a pot, and the wrapping is further defined as a preformed flower pot cover.

20. (Original) The ultra bright material of claim 10 wherein the item is a floral grouping, and the ultra bright material forms a floral sleeve wrapper about the floral grouping.

21. (Original) The ultra bright material of claim 10 wherein the item is a pot, and the ultra bright material forms a pot sleeve about the pot, a portion of the pot sleeve being removable, leaving a decorative cover about the pot.

22. (Original) A method of forming an ultra bright material, comprising the steps of:

providing a metal foil having a first surface and a second surface, the first surface having a greater reflectivity than the second surface;

providing a metallized film having a substantial reflectivity;

disposing the metallized film adjacent the first surface of the metal foil;

and

bondingly connecting the metallized film to the metal foil to provide a substantially shape sustaining ultra bright material, the ultra bright material

having a first surface and a second surface, the first surface of the ultra bright material having a greater reflectivity than the second surface.

23. (Original) The method of claim 22 wherein in the step of bondingly connecting the metallized film to the metal foil, the ultra bright material is further defined as having a bonding material.

24. (Original) The method of claim 22 wherein in the bonding material is further defined as an adhesive bonding material.

25. (Original) The method of claim 23 wherein the bonding material is further defined as a cohesive bonding material.

26. (Original) The method of claim 22 wherein in the step of bondingly connecting the metallized film to the metal foil, the ultra bright material further comprises characteristics selected from the group consisting of decorations, colorings, coatings, embossings, flockings, metallic finishes, pearlescent finishes, translucent finishes, transparent finishes, iridescent finishes, neon finishes, holographic finishes, holographic designs, opaque finishes, clear finishes, and any combination thereof.

27. (Original) The method of claim 22 wherein in the step of bondingly connecting the metallized film to the metal foil, the ultra bright material is further defined as being constructed from a sheet of material having a thickness in a range of about 0.1 mils to about 10 mils.

28. (Original) The method of claim 22 wherein in the step of bondingly connecting the metallized film to the metal foil, the ultra bright material is further defined as being constructed from a sheet of material having a thickness in a range of about 0.4 mils to about 2.0 mils.

29. (Original) A method for wrapping an item with an ultra bright material, comprising the steps of:

providing an item having an outer periphery; and

providing a substantially shape sustaining ultra bright material having a first surface and a second surface wherein the first surface has a greater reflectivity than the second surface thereof, the ultra bright material comprising a metal foil having a first surface and a second surface, the first surface having a greater reflectivity than the second surface; and

a metallized film having a substantial reflectivity, the metallized film disposed adjacent the first surface of the metal foil and connected thereto, thereby forming the ultra bright material;

positioning at least a portion of the ultra bright material about the outer periphery of the item; and

wrapping at least a portion of the outer periphery of the item with the ultra bright material thereby forming a wrapping about the item.

30. (Original) The method of claim 29 wherein in the step of providing an ultra bright material, the ultra bright material further comprises a bonding material.

31. (Original) The method of claim 30 wherein the bonding material is further defined as an adhesive bonding material.

32. (Original) The method of claim 30 wherein the bonding material is further defined as a cohesive bonding material.

33. (Original) The method of claim 29 wherein in the step of providing an ultra bright material, the ultra bright material further comprises characteristics selected from the group consisting of decorations, colorings, coatings, embossings, flockings, metallic finishes, pearlescent finishes, translucent finishes, transparent finishes, iridescent finishes, neon finishes, holographic



finishes, holographic designs, opaque finishes, clear finishes, and any combination thereof.

34. (Original) The method of claim 29 wherein in the step of providing an ultra bright material, the ultra bright material is further defined as being constructed from a sheet of material having a thickness in a range of about 0.1 mils to about 10 mils.

35. (Original) The method of claim 29 wherein in the step of providing an ultra bright material, the ultra bright material is further defined as being constructed from a sheet of material having a thickness in a range of about 0.4 mils to about 2.0 mils.

36. (Original) The method of claim 29 wherein in the step of wrapping the item, the item is further defined as a floral grouping, and the wrapping forms a floral wrapper about the floral grouping.

37. (Original) The method of claim 29 wherein in the step of wrapping the item, the item is further defined as a pot, and the wrapping forms a pot wrapper about the pot.

38. (Original) The method of claim 29 wherein in the step of wrapping the item, the item is further defined as a pot, and the wrapping forms a preformed flower pot cover which is disposed about the pot.

39. (Original) The method of claim 29 wherein in the step of wrapping the item, the item is further defined as a floral grouping, and the wrapping forms a floral sleeve wrapper which is disposed about the floral grouping.

40. (Original) The method of claim 29 wherein in the step of wrapping the item, the item is defined as a pot, and the wrapping forms a pot sleeve which is disposed about the pot, a portion of the pot sleeve being removable, leaving a decorative cover about the pot.